Crews Into S

2016 Challenge

Crews Into Shape

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NAVY AND MARINE CORPS PUBLIC HEALTH CENTER

PREVENTION AND PROTECTION START HERE

Outline

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Crews Into Shape – 2016!

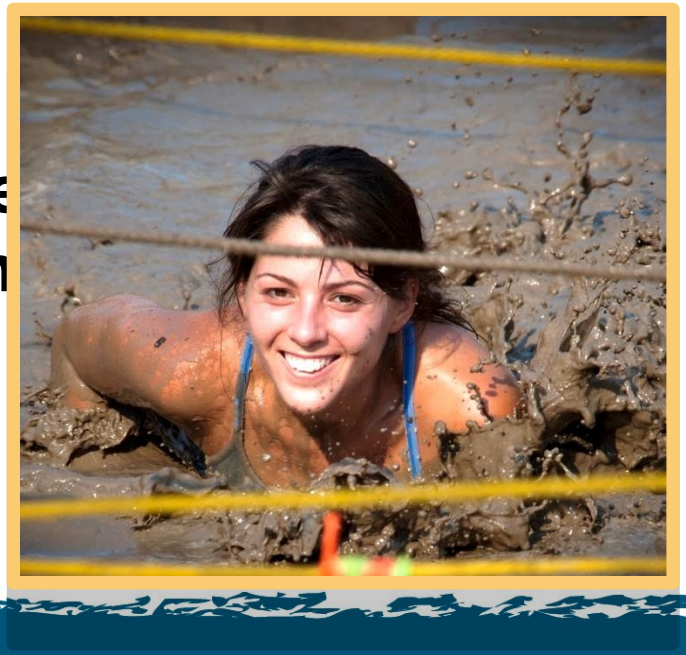
- The Crews Into Shape challenge is held every March in conjunction with National Nutrition Month® and is sponsored annually by the Navy and Marine Corps Public Health Center (NMCPHC).
- The intent of the challenge is to spark & guide workplace-focused, team-oriented, physical activity & improved fruit & vegetable intake.

ach Crew Member earns points f

- Exercising
- Maintaining or achieving a goal we
- Eating fruits and vegetables
- Engaging in other healthy activities

Challenge Details

- 2015 Crews Challenge drew 311 [illegible] comprised of 1,941 Crew Memb[illegible]
- 87% improved their daily fruit & [illegible] consumption habits.
- 78% said “Crews” improve[illegible] their daily exercise routin[illegible]



Challenge is from March 06 – ***Register today!***

Challenge Background, cont.

- The challenge is also open to DoD family members and civilians.
- Participants can either be 1) Crew Leaders or 2) Crew Members.

Quick Start Checklist for Crew Leaders

Quick Start Checklist for Crew Members

Challenge Details

- Crews Into Shape has been hosted every March since 2001 and is a fun, free activity offered DoD-wide.
  - It is workplace-focused, helps foster teamwork, and provides a support mechanism for participants.
- Challenge objectives include:
  - Eat two cups of fruit and three cups of vegetables daily.
  - Engage in either 30 minutes of aerobic exercise daily or 15 minutes of vigorous exercise; and muscle-strengthening exercise.
  - Achieve or maintain a goal weight.

Challenge Details, cont.

- There is no weigh-in during the Crews Into Shape challenge, but it's key to establish a *personal* goal weight.
  - If the personal goal is to lose weight, the maximum recommended weight loss is eight pounds in four weeks.
- "Physical Activity Readiness Questionnaire (PAR-Q)" and "Contract" administered.
- Extra member points can be accrued when participants:
  - Participate in a weekly Crew activity.
  - Register at USDA Choose-My-Plate SuperTracker.
  - Submit individual weekly log to Crew Leader on time (or enter their scores in the web-tool).
  - Complete the post-challenge survey.
  - Commit to post-Crews health event.
  - Achieve certain individual targets.
- Some bases and ships also sponsor local challenges.

Reasons to Participate

- Overweight[1]
  - 51.2% of Active Duty are overweight (BMI>25)
- Low fruit and vegetable intake[1]
  - Active duty personnel reported intake of key healthy foods at lower rates than recommended by nutritional standards of three or more servings per day, including consumption of fruits (11.2%), vegetables (12.9%), and whole grains (12.7%).
  - Service members reported consuming unhealthy foods at least two times or more per day, including snack foods (8.5%), sweets (8.7%), and sugary drinks (19.3%).
- Low physical activity levels[1]
  - Less than half (45.5%) of service members reported strength training three or more days per week in the past 30 days.

[1]2011 DoD Survey of Health Related Behavior Health Related Behaviors Survey of Active Duty Military Personnel. http://www.health.mil/Reference-Center/Reports/2013/02/01/2011-Health-Related-Behaviors-Active-Duty-Executive-Summary. Published February 2013. Accessed January 2014.

Reasons to Participate, cont.

- “Crew” concept
  - Group support
  - Peer pressure (to earn “bonus Crew points” and help the team)
  - Workplace environmental change
- Timing
  - National Nutrition Month®
  - Post-holidays/Pre-swimsuit

Evidence of Effectiveness

- Crews Into Shape has effectively promoted wellness and improved health since 2001.
- The challenge has proven both popular and effective, as highlighted in the 2015 data below:
  - Participation from across the DoD community, including: Soldiers, Sailors, Marines, Airmen, Coast Guardsmen, family members, and civilians
  - 1941 registered Crew Members
  - 311 Crews
  - 187 post-challenge survey responses

Evidence of Effectiveness, cont.

- According to the 2015 post-challenge survey, respondents indicated that Crews Into Shape "improved my daily habits fruit and vegetable consumption habits (82%) and their daily exercise routines (78%).
- Crews Into Shape has continuously received acclaim and garnered overwhelmingly positive feedback.

Post-Challenge Survey Feedback (Sampling)
"As someone who is very health conscience, Crews Into Shape surprised me by making me much more aware of my fruit and vegetable intake and how I need to increase it!"
"Crews into Shape is a great program, it's a great motivation for teamwork and focus on being healthy."
"Nice way to approach health and fitness in a team style approach."
"This was motivating, fun, and helped me learn new healthy habits via dialogue with my team members and non-team members."
"It was a great way to lose some weight and practice better eating and exercise habits."

How to Participate

- The next Crews Into Shape challenge will take place 6 March – 2 April 2016.
- Action items include:
  - Form a “Crew” of 2-10 people
  - ***Register by 5 March 2016.***
    - Option 1: Use the Web-tool (CaC card needed by Crew Leader and all Crew Members)
    - Option 2:
      - Download the Crew Worksheet and Leaders’ Notes.
      - E-mail your Crew Worksheet to NMCPHC.
      - Collect weekly worksheets from Crew Members.
      - E-mail final Crew Worksheet at end of challenge
  - Administer “PAR-Q” and “Contract.”
- Visit the official Crews Into Shape website to download the required materials at http://www.med.navy.mil/sites/nmcphc/health-promotion/Pages/crews-into-shape.aspx
- Promote Crews Into Shape locally using the downloadable marketing

Questions?

Ms. Diana Settles, MAT, ATC
Advisor, Health and Physical Readiness
Navy and Marine Corps Public Health Ce
620 John Paul Jones Circle, Suite 1100
Portsmouth VA 23708
E-Mail:
usn.hampton-roads.navmcpubhlthcenpors.list.nmcphc-crewsintoshape@mail.mil
Website:
http://
www.med.navy.mil/sites/nmcphc/health-promotion/Pages/crews-into-shape.aspx